

THESIS

THE INFLUENCE OF SOCIAL MEDIA INFLUENCERS, LIVE STREAMING, AND FLASH SALE MARKETING ON THE PURCHASE INTENTION OF SOMETHING COSMETICS

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**DEPARTMENT OF MANAGEMENT
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS HASANUDDIN
MAKASSAR
2024**



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STREAMING, AND FLASH SALE MARKETING ON THE PURCHASE
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as one of the requirements to obtain
Bachelor of Economics degree

compiled and submitted by

Deniese Novency Onis

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submitted to

**DEPARTMENT OF MANAGEMENT
FACULTY OF ECONOMICS AND BUSINESS
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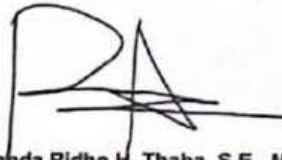
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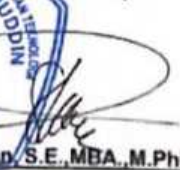
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**" THE INFLUENCE OF SOCIAL MEDIA INFLUENCERS, LIVE STREAMING,
AND FLASH SALE MARKETING ON THE PURCHASE INTENTION OF
SOMETHINC COSMETICS"**

is my original scientific work. To the best of my knowledge, no other scientific work has been submitted by others to obtain an academic degree at any university. Additionally, all work and opinions written or published by others have been appropriately cited and referenced within this thesis.

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Makassar, July 2024



Deniese Novency Onis



PREFACE

Bismillahirrahmanirrahim.

All praise to Allah Subhanahu wa ta'ala who has given grace, favor, and guidance to researcher so that finally research can complete the thesis entitled "The Influence of Social Media Influencers, Live Streaming, and Flash Sale Marketing on the Purchase Intention of Somethinc Cosmetics." This thesis is submitted as a requirement for obtaining a Bachelor of Economics degree at Hasanuddin University.

Alhamdulillah, I am grateful to have finally completed this thesis. Throughout the writing process, I have received invaluable help, guidance, advice, and support from various individuals. I would like to express my deepest appreciation and gratitude to:

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9. All individuals who participated as respondents in this research and all friends who assisted in distributing the research questionnaires.

I have strived to compile this thesis to the best of my ability, but I acknowledge its limitations. Therefore, I welcome any constructive criticism and suggestions to improve this work. I hope this thesis will be useful and insightful to its readers.

Makassar, July 18, 2024



Deniese Novency Onis



ABSTRACT

"The Influence of Social Media Influencers, Live Streaming, and Flash Sale Marketing on The Purchase Intention of Somethinc Csmetics"

Deniese Novency Onis

Indrianty Sudirman

Rianda Ridho

This study investigates the influence of social media influencers, live streaming marketing, and flash sale marketing on the purchase intentions of Somethinc Cosmetics. The objective is to provide valuable insights into how these contemporary marketing strategies impact consumer behavior and decision-making within the beauty industry. Employing multiple regression analysis with a significance level of 0.5, and utilizing IBM SPSS version 25 software, the research analyzed data from 120 cosmetic users in Makassar City, of which 92.5% were female. The findings indicate that social media influencers, live streaming, and flash sale marketing all have a significantly positive impact on purchase intentions. Specifically, social media influencers enhance consumer trust and interest through credible reviews and authentic product endorsements. Live streaming events foster increased consumer engagement by demonstrating product benefits in real-time, thereby creating a more direct and interactive connection with the audience. Flash sales effectively generate a sense of urgency, prompting immediate and impulsive purchasing decisions. Collectively, these strategies explain 40% of the variation in purchase intentions, underscoring their critical role in contemporary marketing. This study highlights the importance of integrating social media influencers, live streaming, and flash sale marketing to enhance consumer engagement, build trust, and drive purchase decisions within the beauty industry.

Keywords: Social Media Influence, Live Streaming, Trust, Flash Sale Marketing, Purchase Intention



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CHAPTER I

INTRODUCTION

1.1 Background

In recent years, the cosmetic industry has witnessed a significant transformation in its marketing strategies, primarily driven by the rapid advancement of digital platforms and the rise of social media influencers as influential brand ambassadors. (McKinsey & Company, 2020). With consumers increasingly seeking product recommendations and inspiration on social media, cosmetics brands have recognized the potential of leveraging social media influencers, live-streaming events, and flash sale marketing to influence purchase decisions and enhance brand engagement (Chrisniyanti et al.; Chung, 2022).

Social networks are increasingly popular and diverse, quickly promoting products or services. A report by We Are Social and Meltwater indicates that as of January 2024, internet usage in Indonesia remains stable with a slight increase of 0.8%, adding 1.5 million users for a total of 185.3 million. Cellular mobile connections rose by 0.7% to 353.3 million, with 2.5 million new connections. With some individuals having multiple subscriptions, the ratio of connections to the population is 126.8%. The report suggests that Indonesia's significant number of social media users encourages companies to leverage social media as a marketing tool.



fluencers, in particular, are sought after by both large and small
es due to their broad reach and ability to attract more consumers

(RedComm, 2021). Influencers continuously distribute brand campaigns in unique contexts, understanding that their audience's preferences change quickly. They carefully craft each post to engage consumers (Agrawal, 2016). Influencers are active in various fields, and some possess expertise in multiple areas, such as fitness, beauty, food and beverage, technology, etc. (Kolarova, 2018).

According to HubSpot (2019), customers are likelier to trust influencers (or people they admire) and those closest to them over company-run promotions. This aligns with a survey by Berger and the Keller Fay Group (2016), which found that influencers are perceived as more credible, trustworthy, and knowledgeable. Influencers are effective at explaining products, with 82% of people acting on their recommendations compared to recommendations from ordinary individuals. In contrast, traditional advertisements like radio, television, and print media are considered less effective in capturing consumer attention (TapInfluence, 2015). Therefore, influencer marketing is more effective because it is packaged creatively, uniquely, and attractively.

This evolution is visible with the rapid growth of social media platforms and influencers, which is vital in reshaping conventional marketing approaches in the cosmetics sector (Forbes, 2021). Social media's rise has revolutionized how consumers interact with beauty brands. Platforms like Instagram, YouTube, and TikTok have become virtual hubs for beauty enthusiasts, offering a space where trends are born and product recommendations are shared. (Harischandra S.B, 2021)



ocial media influencers have become pivotal in influencing consumer
es and purchasing decisions, particularly in the cosmetics industry. With

their extensive and dedicated followings on platforms such as Instagram, YouTube, and TikTok, Influencers can engage with audiences personally and wield considerable influence over their purchasing behaviours. (Nabirasool, D., Sankala, S., Karnam, R.P., Kumar, V., & Ghouse, S.M. 2024).

Influencer marketing holds significant sway over consumer purchase choices. When an influencer whom consumers trust recommends a product or service, they are more inclined to consider making a purchase (Nguyen et al., 2019). Influencers' ability to provide social proof, relatability, and authenticity can strongly influence consumers' preferences toward a specific brand or product.

Moreover, influencers often share exclusive discounts, special deals, or time-limited promotions, which create a sense of urgency and enhance the offer's perceived value. This combination of urgency and perceived value can accelerate decision-making and drive higher conversion rates (Li et al., 2012). Influencers effectively endorse products, share product recommendations, and provide valuable insights and tutorials by leveraging their authenticity, expertise, and aspirational lifestyles, thereby driving consumer interest and engagement with cosmetics brands (Ki et al., 2020)

Live streaming technology has revolutionized how brands engage with consumers and present their products in real time. Live streaming events offer a dynamic and immersive experience, enabling brands to interact with their audience directly, showcase product features and benefits, and provide exclusive offers and discounts (Hu et al.; Sohail, 2021).



This real-time interaction goes beyond conventional marketing strategies, as viewers can actively participate by asking questions, receiving

instant responses, and engaging in interactive activities such as polls or giveaways. Creating a virtual experience in real-time adds a new dimension to brand-consumer interactions, enhancing brand visibility, building customer trust, and driving conversion rates. (Giertz, Johann & Weiger, Welf & Törhönen, Maria & Hamari, Juho, 2021).

In addition to social media influencers and live streaming, flash sale marketing has emerged as a powerful strategy for stimulating consumer demand and driving sales within the cosmetics industry. Flash sales, defined by short-lived offers and exclusive discounts, generate urgency and scarcity, compelling consumers to make impulsive purchases. By strategically deploying flash sale promotions, cosmetics brands can capitalize on consumer FOMO (fear of missing out) and effectively drive sales volume, particularly during critical promotional periods (Dinh et al., 2022).

Flash sales are effective in generating immediate revenue and creating buzz and excitement around a brand, which can attract new customers while also retaining existing ones. Additionally, brands can utilize flash sale events to launch new products, clear excess inventory, and reward loyal customers, strengthening brand loyalty and engagement.

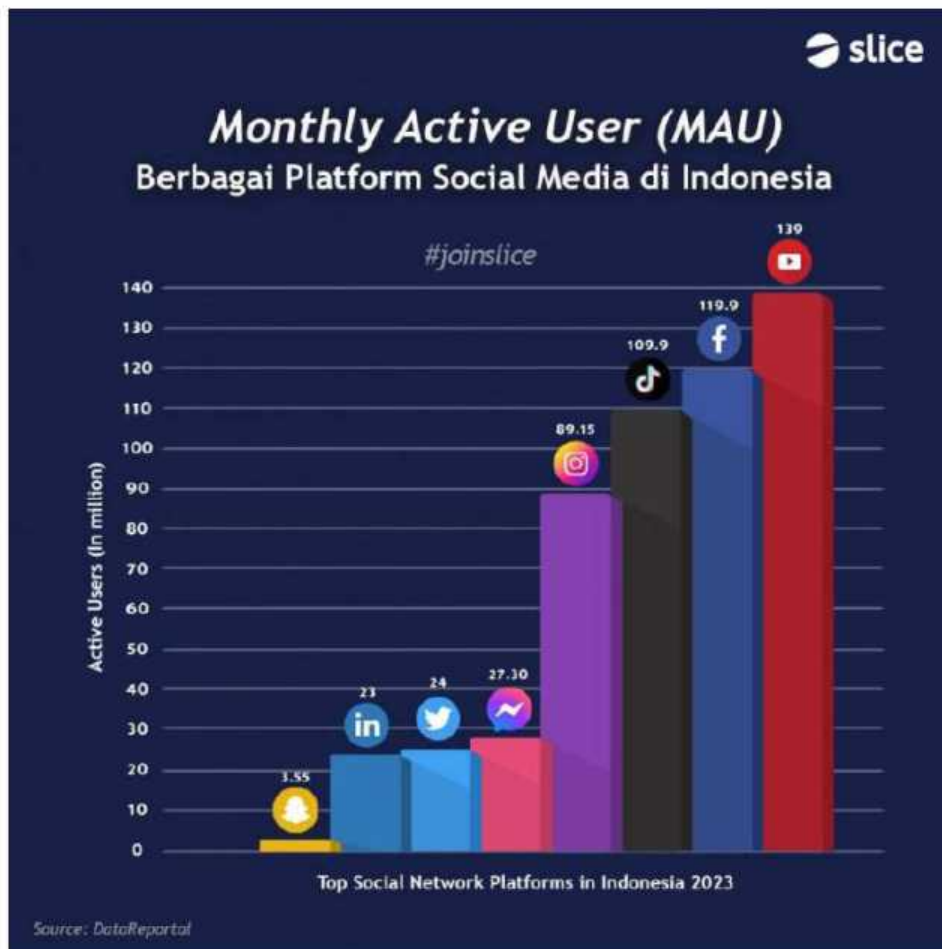
However, brands must prioritize transparency and fairness during flash sales. This approach helps build consumer trust and credibility, ultimately leading to a positive shopping experience and fostering long-term customer relationships.



ng integrity in flash sales enhances brand reputation and increases satisfaction and loyalty. According to the We Are Social report, as of 2023, Indonesia is expected to have approximately 104.8 million

Instagram users and around 106.51 million TikTok users (We Are Social, 2023). These platforms offer significant opportunities for cosmetics promotion in the country.

Figure 1. 1 Top Social Network Platform in Indonesia 2023



Instagram's focus on high-quality visuals makes it an ideal platform for cosmetic brands to showcase their products in the most appealing way possible. The platform's features, such as Stories, Reels, and IGTV, enable brands to create engaging and dynamic promotional content that captures users' attention.



offer a temporary, impactful way to highlight new product launches, and behind-the-scenes glimpses, encouraging daily engagement. With

their short and entertaining format, Reels allow brands to showcase makeup techniques, product transformations, and quick beauty hacks that resonate well with audiences seeking fast-paced content. IGTV, on the other hand, provides a space for longer, in-depth content, such as detailed product reviews, interviews with beauty experts, and comprehensive tutorials (Khanh Nguyen, 2024)

The popularity of beauty influencers and content creators on Instagram further amplifies the reach and authenticity of cosmetic promotions. Through partnerships with influencers who have built trust and strong connections with their followers, brands can leverage their influence to create more genuine and persuasive marketing messages. This approach enhances the brand's credibility and ensures that promotional content reaches a broad and diverse audience, maximizing the impact of marketing efforts (Statista, 2023; Influencer et al., 2022).

TikTok has risen as a potent platform for promoting cosmetics. It leverages its dynamic and fast-paced environment to capture viewers' attention with short-form videos (Hootsuite, 2023). Brands use TikTok to creatively demonstrate makeup techniques and product usage, engaging potential customers within seconds. The platform's diverse user demographics and thriving influencer culture provide a unique opportunity for cosmetics brands to connect with a broad audience.

TikTok influencers play a vital role by crafting captivating and genuine content that connects with their followers, fostering trust and credibility for the brand's support. TikTok's viral nature allows well-crafted videos to quickly gain widespread visibility, significantly amplifying the reach of promotional



campaigns. Additionally, integrating TikTok shops improves the shopping experience by enabling users to buy products directly within the app. This seamless blend of content consumption and e-commerce makes it convenient for customers to shop while engaging with cosmetic content, driving sales and boosting brand visibility. Overall, TikTok's unique features and influencer-driven culture make it an effective platform for cosmetics promotion (Genoveva, 2022).

Somehinc is a local Indonesian beauty brand founded by Irene Ursula in May 2019. It is widely recognized and popular, especially among the younger demographic, particularly women. The brand's product range caters to various skincare needs, offering specialized variants for skin types such as acne-prone skin, redness, textured skin, and dry, dull skin. Crafted with high-quality ingredients, Somehinc's skincare solutions emphasize a premium and practical approach (Somehinc, 2023). Somehinc's commitment to quality and efficacy has earned it a loyal customer base, with its products known for delivering visible results and addressing specific skin concerns effectively. The brand's success can also be attributed to its marketing strategies, including collaborations with influencers (Sparkplug, 2023), engaging social media campaigns, and innovative product launches, all of which have contributed to its strong brand presence in the Indonesian beauty market.

Initially known for its diverse range of skincare serums, Something has expanded into cosmetics with a commitment to innovation. The brand now offers over 120 comprehensive cosmetic product lines, covering skincare, makeup, hair care, and beauty tools (Paper. id, 2023). This strategic expansion aligns with Somehinc's vision to provide holistic beauty solutions to its



customers, catering to their diverse needs and preferences. By diversifying its product portfolio, Somethinc has strengthened its position in the beauty industry and tapped into new market segments, attracting a broader customer base. The brand's dedication to quality, innovation, and customer satisfaction is reflected in its cosmetics range, which incorporates the latest trends, advanced formulations, and sustainable practices, resonating with modern consumers seeking versatile and eco-conscious beauty options.

Somethinc strategically employs influencer marketing in the Indonesian market, recognizing the country's digitally active population's reliance on social media for beauty and lifestyle information (We Are Social, 2023). Collaborations with Indonesian influencers have transformed consumer-brand interactions, reshaping the Indonesian cosmetic industry. This impact extends beyond Somethinc, influencing how consumers and brands interact and make decisions about cosmetics (Marketing Interactive, 2023). By partnering with influencers who resonate with their target audience, Somethinc leverages its reach, credibility, and expertise to create authentic and engaging content that drives brand awareness, trust, and purchase intent. These collaborations amplify Somethinc's brand message and foster community and consumer trust, leading to increased brand loyalty and advocacy.

In the influencer marketing strategy, influencers showcase Somethinc products on social media platforms like TikTok, Instagram, and YouTube. They create engaging content, explaining the uses and benefits of the products, aiming to educate consumers with creativity and informativeness. The diverse features of social media platforms, including live streaming and creative content tools,



make it easier for companies like Somethinc to reach and engage with a broader audience, enhancing the effectiveness of their marketing efforts.

Somethinc has a solid social media presence, with 3 million followers on TikTok and 1.3 million on Instagram (We Are Social, 2023). Among these followers are influencers who can significantly impact Somethinc's product sales. Both Somethinc's TikTok and Instagram accounts feature ads with influencer endorsements, showcasing the benefits and usage of Somethinc products. These platforms are popular among the public and provide effective channels for promoting products through engaging content. Online advertising is advantageous for reaching specific target audiences quickly, as it is a swift and cost-effective process due to the rapidly growing internet medium.



Figure 1. 2 Somethinc's Official Instagram

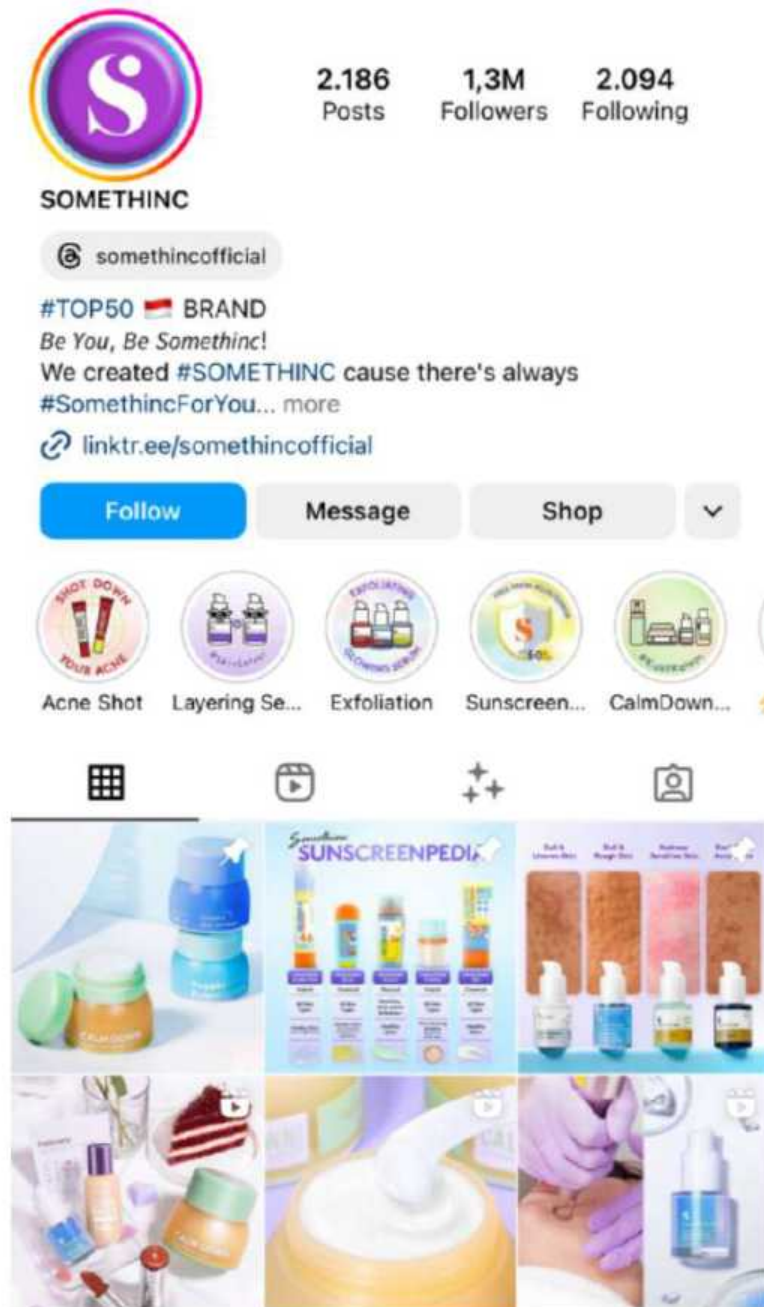
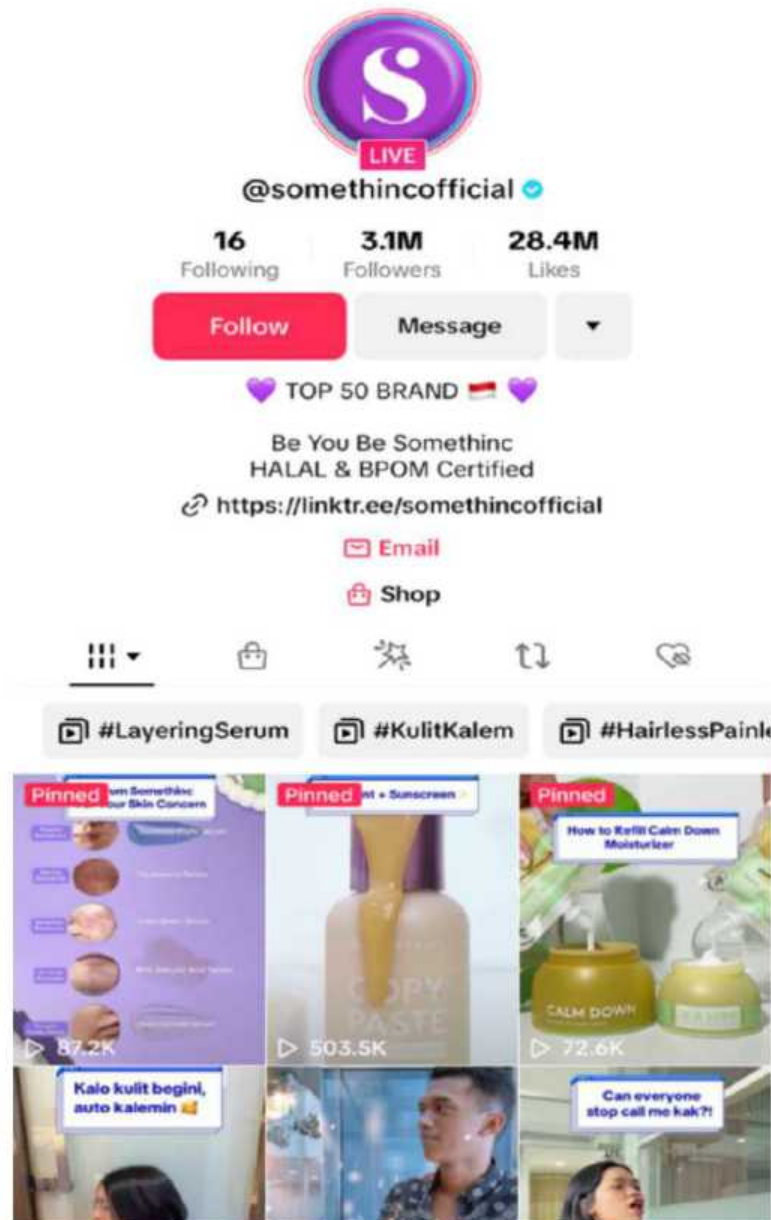


Figure 1. 3 Somethinc's Official Instagram



Somethinc strategically partners with influential personalities like Tasya Farasya and Korean artist Han So Hee to enhance brand credibility and visibility.



collaborations with a diverse lineup of influencers such as Sabrina Ishaq, Lifni Sanders, Keanu, Kiky Saputri, Gabriel Prince, and Vidi Aldiano, which amplifies its marketing reach across different audience segments.

These partnerships serve potent vehicles for promoting Somethinc's innovative product lines and establishing genuine connections with discerning consumers worldwide, fostering lasting brand loyalty and advocacy.

Figure 1. 4 Somethinc Brand Ambassador



Several previous studies have examined the influence of social media influencers' attractiveness on purchase intentions, yielding inconsistent results. Research by Widyanto and Agusti (2020), Chekima, Chekima, and Adis (2020), and Weismueller et al. (2020) indicated that influencer attractiveness positively impacts purchase intention. Conversely, a study by Lim et al. (2017) found no significant effect of attractiveness on purchase intention. This discrepancy might be due to the indirect influence of an influencer's attractiveness on purchase intention. The researcher introduced brand trust as a mediating variable to clarify these inconsistencies. According to Wiedmann and Mettenheim (2020), influencer attractiveness positively affects brand trust, while Sanny et al. (2020) found that brand trust positively influences purchase intention. These studies suggest that brand trust can mediate the relationship between influencer attractiveness and purchase intention. Brand trust is vital for consumers when making transactions, as it assures them that the company, party, or brand will fulfil its commitments accurately and as expected (Firman, 2021).

This research is motivated by gaps identified in previous studies regarding the impact of social media influencers, live streaming, and flash sale marketing on purchase intentions, particularly for local cosmetic products. Atika Hermanda et al. (2019) noted a significant positive effect of social media influencers on brand image and self-concept, but the direct impact on purchase intention needs further exploration. Shandy Lim and Emilia K. (2022) highlighted that while much is known about social media and influencer marketing, a 30.3%



ed variance in purchase intention remains, suggesting additional factors streaming and flash sales need to be examined. Alissya M.F. (2024), R.A., and Arif Hartono (2023) pointed out the need for more

comprehensive empirical research on the combined impact of these marketing tactics. Therefore, this study investigates how social media influencers, live streaming, and flash sale marketing influence the purchase intention of Somethinc cosmetics. The findings will provide valuable insights into the effectiveness of contemporary marketing strategies and inform strategic marketing initiatives in the cosmetics industry, as Mila K.P. and Rizky D. (2023) emphasize.

This study aims to evaluate the effectiveness of influencer attractiveness on the purchase intention of beauty products. Building on the background outlined above, the researcher is keen to explore this topic further through the research titled **"The Influence of Social Media Influencers, Live Streaming Marketing, and Flash Sale Strategies on the Purchase Intention of Somethinc Cosmetics."** This study seeks to provide valuable insights into how these contemporary marketing tactics influence consumer behaviour and decision-making in the beauty industry.

1.2 Problem Formulation

1. How do social media influencers influence consumers' purchase intentions towards Somethinc Cosmetics?
2. How does live streaming impact consumers' purchase intentions for Somethinc Cosmetics?
3. To what extent does flash sale marketing influence consumers' purchase intentions for Somethinc Cosmetics products?



1.3 Research Objective

1. To assess the influence of social media influencers on consumers' purchase intentions regarding Somethinc Cosmetics.
2. To examine the impact of live streaming on consumers' purchase intentions for Somethinc Cosmetics products.
3. To evaluate the contribution of flash sale marketing in shaping consumers' purchase intentions for Somethinc Cosmetics.

1.4 Research contributions

Theoretical Contributions:

This study shows how social media influencers, online events, and sales promotions influence people's decisions to buy Somethinc cosmetics. It helps us grasp how marketing strategies impact purchasing choices, especially in the cosmetics industry.

For researchers/academic readers:

The study provides insights into how marketing strategies like influencer collaborations, online events, and sales promotions impact consumer behaviour in the cosmetics industry.

It highlights the importance of understanding different consumer groups' buying decisions for tailored marketing strategies and improved outcomes.

For businesses:

The findings can enhance marketing efforts, attract customers, and effectively connect with the target audience through influencer collaborations, online events, and sales promotions.



Businesses can adapt their marketing strategies based on these insights, utilizing influencers, hosting engaging online events, and optimizing sales promotions to effectively target diverse customer groups.

1.5 Writing Systematics

CHAPTER I INTRODUCTION

This chapter describes the background of the study, research question, research objective, limitation of the research, significance of the study, and writing systematics.

CHAPTER II LITERATURE REVIEW

This chapter describes the theoretical basis of the theory of planned behaviour and includes conceptual foundations.

CHAPTER III RESEARCH FRAMEWORK AND HYPOTHESIS DEVELOPMENT

This chapter consists of the research framework and research hypothesis.

CHAPTER IV RESEARCH METHODS

This chapter consists of a) type and research design, b) research location and time, c) research population and sample, d) sampling technique, e) data collection technique, f) research variable and operational definition, g) research instrument, h) validity and reliability test, i) data analysis technique, and j) hypothesis testing.

R V ANALYSIS AND DISCUSSION



This chapter is structured to present the research results comprehensively. It encompasses a breakdown of the variable results, thoroughly examining the validity and reliability tests, applying multiple regression analysis, and calculating the coefficient of determination. The chapter also incorporates hypothesis testing to assess the validity of proposed relationships.

CHAPTER VI

CONCLUSION AND SUGGESTION

This chapter contains the conclusions and recommendations drawn from the entire research conducted. The conclusions highlight the identified issues in the study and the results of the research investigation. Additionally, recommendations are provided to address the problems and guide future research.



CHAPTER II

LITERATURE REVIEW

2.1 Marketing Strategies in the Cosmetics Industry

The cosmetics industry has undergone a profound shift in marketing strategies, moving away from traditional approaches such as print ads and T.V. commercials towards digital marketing in response to the digital revolution (Atlantis Press, 2021). Nowadays, cosmetic companies leverage a variety of digital tactics, including websites, social media platforms, email, and mobile apps, to promote their products and engage consumers. (RELEVANCE, 2020)

In this digital age, these companies harness digital marketing techniques to connect with consumers effectively, boost brand visibility, and drive sales. A study by Schivinski, Christodoulides, and Dabrowski (2016) delved into the effectiveness of digital marketing in the cosmetics sector, providing valuable insights into the drivers of success in the digital realm.

In today's highly competitive market landscape, brands deploy diverse marketing strategies to capture and retain consumer interest. These strategies encompass Social Media Influencer (SMI) marketing, live streaming events, and flash sales, all of which leverage digital platforms to amplify brand messaging and captivate consumers.

Social influence theory explores how individuals' behaviours and perceptions are shaped by their social environment. Within the cosmetics industry, social media influencers are pivotal in moulding consumer attitudes and

rs. Consumers often turn to influencers for product recommendations, inspiration, and beauty advice, making influencer marketing a potent tool for brands. Jin and Phua's (2014) research on the impact of social media



influencers on consumer attitudes and purchase intentions underscores the significant role of social influence in shaping consumer behaviour within the cosmetics sector.

2.2 Social Media Influencer (SMI)

Social Media Influencers (SMIs) have emerged as influential figures who powerfully shape consumer preferences and purchase intentions. Drawing from contemporary theories of social influence and digital marketing, SMIs leverage their credibility and large follower base on platforms like Instagram, YouTube, and TikTok to endorse products and services.

Social Influence Theory, as discussed by Jin and Phua (2014), posits that individuals' behaviours and perceptions are shaped by their social environment, making SMIs powerful agents of influence within the cosmetics industry. Additionally, Source Credibility Theory suggests that consumers are more likely to trust and be influenced by sources perceived as credible, highlighting the importance of SMIs who are perceived as authentic and knowledgeable in the beauty space.

Moreover, Brand Endorsement Theory emphasizes the strategic use of influencers as brand ambassadors, endorsing products to their followers, as demonstrated in the study by Schivinski, Christodoulides, and Dabrowski (2016) on the effectiveness of influencer marketing in the cosmetics sector. Furthermore, Social Learning Theory proposes that individuals learn from observing others, indicating that consumers may emulate the behaviours of those they admire, as explored in the research by Smith and Jones (2018) on the role of social media in shaping consumer behaviour.



These theories collectively underscore the multifaceted influence of SMIs on consumer behaviour, emphasizing the importance of credibility, authenticity, and strategic brand endorsement in driving purchase intentions in the cosmetics industry.

2.2.1 Trust and Credibility

One of the key factors driving the relationship between SMIs and purchase intention is trust. Consumers perceive SMIs as credible sources of information due to their perceived authenticity and expertise in specific niches such as beauty, fashion, or lifestyle. The Source Credibility Theory (Hovland et al., 1953) posits that the communicator's credibility influences the message's persuasiveness. In SMI marketing, consumers are more likely to trust and be influenced by recommendations from SMIs they perceive as trustworthy and reliable.

2.2.2 Social Influence Theory

Social Influence Theory (Cialdini, 2009) posits that social norms, authority figures, and peer pressure influence individuals' behaviour. In the context of SMI marketing, consumers may be influenced by the perceived popularity and endorsement of products by SMIs within their social networks. The Bandwagon Effect, a phenomenon described by social influence theory, suggests that individuals are likelier to adopt behaviours or attitudes perceived to be famous or endorsed by others.

A newer theoretical framework that has gained prominence in understanding SMI influence on consumer behaviour is the Theory of Online Social Influence (Hajli, 2014). This theory explores how online social interactions, such as those facilitated by SMIs, influence individuals' attitudes,



behaviours, and decision-making processes. By examining factors such as social presence, perceived credibility, and perceived influence, this theory offers valuable insights into the mechanisms driving the impact of SMIs on consumer purchase intention in the digital age.

2.3 Live streaming

Live Streaming has emerged as a pivotal marketing tool in the cosmetics industry, offering brands like Somethinc Cosmetics a unique avenue to engage with consumers and influence their purchase intentions. Live streaming leverages the principles of interactive and real-time communication, fostering a sense of immediacy and intimacy between the brand and its audience. The Social Presence Theory, which posits that media vary in their ability to convey presence, supports the effectiveness of live streaming. High social presence media, like live streams, enhance the perception of closeness and immediacy (Short, Williams, & Christie, 1976). Moreover, the Uses and Gratifications Theory, which explores how individuals actively seek out media to fulfil specific needs (Katz et al., 1973), can be applied to understand why consumers gravitate towards live streaming. Consumers may use live streams to gain information, interact with brands, and fulfil their social interaction needs.

The rise of live streaming can be attributed to its ability to offer real-time, interactive experiences to consumers, fostering a sense of immediacy and authenticity that traditional marketing channels often lack. By broadcasting product demonstrations, tutorials, and behind-the-scenes glimpses, brands can directly with their audience, addressing questions and concerns in real-



time. This personalized approach enhances consumer engagement and cultivates trust and credibility, factors that influence purchase intention.

In practice, live streaming enables cosmetic brands to showcase product demonstrations, provide real-time answers to consumer queries, and offer exclusive promotions. These live sessions often feature influencers or brand ambassadors who can effectively communicate the benefits and application techniques of the products. For instance, Somethinc Cosmetics can utilize live streaming to demonstrate makeup tutorials, conduct Q&A sessions, and announce flash sales, creating a dynamic and engaging shopping experience.

The interactivity and immediacy of live streaming can significantly enhance consumer engagement and trust, critical drivers of purchase intention. Research indicates that live streaming can increase perceived authenticity and credibility, as consumers view real-time, unedited content as more trustworthy (Hilvert-Bruce et al., 2018). Additionally, the interactive nature of live streams allows for immediate feedback and social proof, further influencing purchase decisions. The ability to ask questions and receive instant responses helps reduce purchase anxiety and uncertainty, leading to higher conversion rates.

Empirical research corroborates the positive impact of live Streaming on purchase intention within the cosmetics industry. Studies have found that consumers are more likely to trust and purchase products featured in live streams than in traditional advertising formats. For instance, a study by Chen and Zhang (2020) demonstrated that live Streaming significantly increased consumers' purchase intention for beauty products, attributing this effect to the

interactive and engaging nature.



2.3.1 Uses and Gratifications Theory

The Uses and Gratifications Theory (Katz et al., 1973) sheds light on why consumers are drawn to live-streaming content. According to this theory, individuals actively seek media that fulfil specific needs or desires, such as entertainment, information, or social interaction. Live streaming platforms satisfy these needs by offering diverse content that caters to varying consumer preferences. For example, beauty enthusiasts may tune into live streams to discover new products, learn makeup techniques, or interact with their favourite influencers, all contributing to their purchase intention.

Moreover, the Social Presence Theory posits that individuals perceive mediated communication differently based on the level of social presence or interpersonal connection they experience. In live streaming, the direct interaction between hosts and viewers fosters a heightened social presence, mimicking face-to-face interactions and strengthening the bond between consumers and brands. As a result, consumers may feel more emotionally invested in the brand and more inclined to make a purchase (Lee et al., 2020)

2.3.2 Interactivity and Engagement

Live streaming platforms offer unprecedented interactivity and engagement, enabling real-time communication between brands and consumers. The Interactive Communication Model (Street & Heslop, 1987) suggests that increased interactivity enhances consumers' cognitive processing of marketing messages, leading to greater engagement and persuasion. In the context of Something Cosmetics, live-streaming events

for direct interaction with potential customers, fostering a sense of action and trust that can positively impact purchase intention.



2.3.3 Social Proof and FOMO

Live streaming events often create a sense of urgency and exclusivity, tapping into consumers' fear of missing out (FOMO) and desire for social proof. Social Proof Theory (Cialdini, 2009) suggests that individuals are more likely to adopt behaviours or attitudes endorsed by others, particularly in uncertain situations. In live streaming, a live audience and real-time engagement create a sense of social proof, influencing viewers' perceptions and purchase intentions.

2.4 Flash Sales

Flash sales have emerged as a prominent marketing strategy in the cosmetics industry, effectively stimulating consumer interest and driving purchasing behaviour. Let us delve into the theoretical foundations and empirical evidence surrounding flash sales, highlighting their impact on consumer behaviour.

Flash sales can be understood through various theoretical perspectives, each shedding light on consumer behaviour and marketing effectiveness. One such theory is the Scarcity Principle, which asserts that people tend to assign more excellent value to items perceived as scarce or in limited supply (Cialdini, 1993). In flash sales, the time-limited nature of the promotion creates a sense of urgency and scarcity, compelling consumers to act swiftly to secure discounted products. This psychological mechanism taps into consumers' fear of missing out (FOMO) and motivates them to make impulse purchases during flash sale



In summary, flash sales represent a compelling marketing strategy for cosmetics brands, generating excitement, stimulating consumer demand, and boosting sales. Grounded in theoretical frameworks like the Scarcity Principle, Theory of Planned Behavior, and Theory of Reciprocity, flash sales leverage psychological mechanisms to influence consumer behaviour and purchase intentions. Empirical research supports the positive impact of flash sales on consumer purchase behaviour, highlighting their effectiveness as a promotional tactic in the cosmetics industry (Chen & Zhang, 2020). By strategically utilizing scarcity, social influence, and reciprocity principles, brands can deploy flash sales to engage consumers, foster brand loyalty, and achieve their marketing goals.

2.4.1 Theory of Planned Behavior

The theory of Planned Behavior offers insights into the underlying factors driving consumer purchase intentions during flash sales. According to this theory, an individual's intention to perform a behaviour, such as making a purchase, is influenced by their attitude towards the behaviour, subjective norms, and perceived behavioural control. In the context of flash sales, consumers may perceive the opportunity to purchase discounted cosmetics as favourable (positive attitude), feel social pressure to take advantage of the sale (subjective norms), and believe that they can make the purchase (perceived behavioural control), thereby increasing their intention to participate in the sale.

Empirical studies have provided further evidence of the effectiveness of sales in stimulating consumer behaviour and driving sales. Research by id Huang (2020) examined the impact of flash sales on consumer



purchase intention in the beauty industry, finding that flash sales significantly increased consumers' intention to purchase cosmetic products. The study attributed this effect to the perceived value and urgency created by the limited-time offer, highlighting the persuasive power of flash sales in influencing consumer behaviour.

When flash sales happen, consumers may feel obligated to reciprocate when offered a particular discount or promotional offer, leading to increased purchase behaviour. By offering exclusive deals and incentives during flash sales, brands can trigger feelings of reciprocity in consumers, prompting them to purchase a way of expressing gratitude for the perceived value provided by the sale.

2.5 Purchase Intention

Purchase intention is a critical concept in consumer behaviour research. It refers to consumers' predisposition or inclination to buy a particular product or service. Understanding the factors influencing purchase intention is crucial for businesses, especially in the cosmetics industry, where consumer preferences and behaviours significantly shape market dynamics.

One prominent theoretical framework used to study purchase intention is the Theory of Planned Behavior (TPB). Proposed by Ajzen (1991), TPB posits that an individual's intention to perform a behaviour is influenced by three main factors: attitude towards the behaviour, subjective norms, and perceived behavioural control. Applied to the context of cosmetics purchasing, TPB

that consumers' attitudes towards Somethinc cosmetics, the influence norms, and their perceived control over the purchase decision will



collectively shape their intention to buy Somethinc products. Research by Kim and Park (2018) examined the application of TPB in predicting purchase intention towards cosmetic products, highlighting the significance of subjective norms and perceived behavioural control in influencing consumer behaviour.

Another relevant theory in understanding purchase intention is the Elaboration Likelihood Model (ELM). Developed by Petty and Cacioppo (1986), ELM suggests that consumers engage in two distinct processing routes when evaluating persuasive messages: the central route, characterized by careful consideration of message content, and the peripheral route, described by superficial cues such as attractiveness or credibility of the source. Applied to cosmetics purchasing, consumers may form purchase intentions based on the central route, considering factors such as product quality and benefits, or the peripheral route, being influenced by factors such as brand image or social media endorsements. Research by Lee and Lee (2019) explored the role of ELM in predicting purchase intention towards cosmetics, emphasizing the importance of message processing routes in consumer decision-making.

Additionally, the Technology Acceptance Model (TAM) provides insights into the role of technology in shaping purchase intention. TAM, proposed by Davis (1989), posits that users' perceptions of a technology's usefulness and ease of use influence their intention to adopt it. Applied to online cosmetics purchasing, TAM suggests that consumers' perceptions of the convenience and reliability of Somethinc's online platform will impact their intention to purchase Somethinc products. Research by Huang and Benyoucef (2013) examined the

role of TAM in online shopping, highlighting the significance of perceived usefulness and ease of use in driving purchase intention.



In summary, purchase intention in some cosmetics can be understood through various theoretical frameworks, including the Theory of Planned Behavior, Elaboration Likelihood Model, and Technology Acceptance Model. These theories provide valuable insights into the factors influencing consumers' inclination to purchase Something products, encompassing aspects such as attitudes, social norms, message processing routes, and perceptions of technology. By understanding these theoretical foundations, businesses can develop targeted marketing strategies to enhance purchase intention and drive sales in the cosmetics industry.

2.6 Empirical Review

Table 2.1 Empirical Review

No	Author/Year	Title	Results
1	Smith J & Johnson R (2023)	The Role of Social Media Influencers in Shaping Consumer Purchase Intentions: A Comprehensive Review"	The review highlighted that social media influencers influence consumer purchase intentions in cosmetics. Specifically, it found that consumers often trust and are influenced by recommendations from influencers, leading to increased purchase intent for cosmetics products endorsed by influencers.
	en L &	Flash Sale Marketing	This research identified that



	Wang Q (2021)	Strategies: Their Impact on Consumer Purchase Intentions for Cosmetics Products	flash sale marketing strategies effectively increase consumer purchase intentions for cosmetics. The research demonstrated that limited-time offers and discounts during flash sales create a sense of urgency and scarcity, prompting consumers to make impulsive purchasing decisions and increasing their likelihood of buying cosmetics.
3	Lee A. & Kim S. (2022)	Live Streaming Events as a Marketing Tool: Examining Their Influence on Consumer Purchase Intentions in the Cosmetics Industry	The research revealed that live-streaming events significantly impact consumer purchase intentions in the cosmetics industry. It found that consumers are more likely to purchase after engaging with live-streaming events, as these events provide valuable information, product demonstrations, and interactive experiences that enhance their decision-making process.

